

THE INTERNATIONAL LAW SECTION OF THE  
STATE BAR OF CALIFORNIA PRESENTS...

# COMBATING COUNTERFEITING AND PIRACY:

STRATEGIES TO PROTECT YOUR BUSINESS AND IP  
INTERESTS IN THE US, CHINA (AND OTHER ASIAN  
COUNTRIES), EUROPE AND LATIN AMERICA



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## Friday, June 24, 2005

Registration: 8:45 am | Program: 9:15 am-4:55 pm | Reception: 5:00 pm

PARK HYATT CENTURY CITY  
2151 Avenue of the Stars  
Century City, CA 90067

6.5 Hours MCLE General Credit

On-line Registration Available at [www.calbar.ca.gov/ils](http://www.calbar.ca.gov/ils)

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Speakers shown are expected, but speakers and program are subject to modification or cancellation without notice due to unanticipated occurrences.

## Program Description

International counterfeiting and piracy are multi-billion dollar problems for U.S. business in a variety of industries, including computer software, pharmaceuticals, luxury goods, aircraft parts and motion pictures. This program will discuss conditions and techniques to combat such activities in various parts of the world. To facilitate comparative discussions, speakers will include U.S. and foreign lawyers, in-house counsel and executives with detailed experience in anti-counterfeiting and anti-piracy planning and enforcement techniques in the U.S., China (and other Asian countries), Europe and Latin America.

## Speakers Include

- **Miriam C. Beezy**, Foley & Lardner LLP, Los Angeles
- **Kalley Chen**, King & Wood, Beijing
- **Wilfrido Fernandez**, Zacarias & Fernandez, Asuncion, Paraguay
- **Jun Ji**, Broad & Bright, Beijing
- **Stephen Keith**, Probe International, London
- **Eric Keyzer**, Allen & Overy, Amsterdam
- **Harley Lewin**, Greenberg Traurig, LLP, New York
- **Alexander MacKinnon**, Kirkland & Ellis, Los Angeles
- **John Malcolm**, Motion Picture Association of America
- **Gregory Nylen**, Greenberg Traurig, LLP, Santa Monica
- **Sergio Olivares, Jr.**, Olivares & Cia., Mexico City
- **Richard Sybert**, Gordon & Rees, San Diego





## WHO SHOULD ATTEND:

U.S. and international business, transactional and IP lawyers; in-house counsel, executives, policy makers, advisers and consultants for U.S. companies, MNC's and affiliates engaged in or affected by cross-border import/export, manufacturing, distribution, licensing, franchising, offshoring and/or outsourcing activities.

## Program Schedule

8:45 am to 9:15 am **CONTINENTAL BREAKFAST AND REGISTRATION**

9:15 am to 9:25 am  
**OPENING REMARKS**

9:25 am to 10:55 am

**OVERVIEW:** The opening panel will discuss the economic, legal, cultural and social landscape which contribute to widespread counterfeiting and piracy, the players and their scale of operations and will set the stage for subsequent panel discussions.

10:55 am TO 11:05 am **BREAK**

11:05 am to 12:35 pm

**PLANNING:** Techniques to maximize protection and minimize need for future enforcement activity, including registration programs, licensing techniques, maintenance of working relationships with foreign counsel and investigative agencies.

12:35 pm to 2:05 pm

**LUNCHEON PROGRAM:** Keynote speaker: John Malcolm, Anti-Piracy Enforcement, Motion Picture Association of America

2:05 pm to 2:15 pm **BREAK**

2:15 pm to 3:45 pm

**ENFORCEMENT:** What effective remedies are available around the world? What are best practices for enforcement? How useful is criminal enforcement? How can customs enforcement be more effective? What costs are to be anticipated?

3:45 pm to 3:55 pm **BREAK**

3:55 pm to 4:55 pm

**ROUND TABLE DISCUSSION:** A free ranging interactive discussion among our panelists on practical aspects of combating counterfeiting and piracy. Use of publicity as a deterrent. Cooperative roles of inside and outside US and foreign counsel. Working with corporate general counsel. The role of governmental and industry groups as catalysts for improved protection and enforcement.

5:00 pm to 6:30 pm **RECEPTION**

# Registration Information

## **DEADLINE:**

Your form and check or credit card information (with signature) must be received by **Friday, June 17, 2005 to be guaranteed participation in the program.**

## **ON-LINE REGISTRATION:**

Can be found by clicking on [www.calbar.ca.gov/ils](http://www.calbar.ca.gov/ils).

## **MAIL TO:**

Program Registration  
The State Bar of California  
180 Howard Street  
San Francisco, CA 94105

## **CHECKS PAYABLE:**

Make checks payable to: The State Bar of California.

## **FAX TO:**

Program Registrations at **415.538.2368**. Credit card information is mandatory.

## **CANCELLATIONS/REFUNDS:**

All requests for refunds must be in writing and received by June 10, 2005.

# Conference Information

## **ON-SITE REGISTRATION:**

Subject to availability.

## **SPECIAL ASSISTANCE:**

For special assistance, please call 415.538.2380 or TDD for speech and hearing impaired, please call 415.538.2231.

## **QUESTIONS:**

For registration questions, call 415.538.2508. For program content or International Law Section information, please call 415.538.2380.

**AUDIO CASSETTES** will be available after the program by calling Versa-Tape at 800.468.2737.

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### Registration Form

The International Law Section of the State Bar of California  
Friday, June 24, 2005

Note: One registrant per form. Photocopies may be used.

You may also register on-line at [www.calbar.ca.gov/ils](http://www.calbar.ca.gov/ils)

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Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address:\* \_\_\_\_\_

\* Required for confirmation

### Registration Fee

☐ Section Members . . . . . \$175.00

☐ Non-Section Members . . . . . \$195.00

Amount enclosed/to be charged \$ \_\_\_\_\_

#### CREDIT CARD INFORMATION (VISA/MASTERCARD ONLY)

I/we authorize the State Bar of California to charge my/our program registration to my/our VISA/MasterCard account. (No other credit card will be accepted.)

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